



## **District of Columbia Public Library DCPL (CE)**

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### **MISSION**

The District of Columbia Public Library (DCPL) supports children, teens and adults with services and materials that promote reading, success in school, lifelong learning and personal growth.

### **SUMMARY OF SERVICES**

The District of Columbia Public Library supports children and adults with books and other library materials that foster success in school, reading and personal growth. DC Public Library includes a Central Library, 25 Neighborhood Libraries providing services to children, youth, teens, and adults. “Library as community space” provides clean, safe and available places for community use. “Library resources” provides books and other library materials, programs and special services for children and adults. “Library technology” helps bridge the digital divide with public access computers and free WiFi at all libraries as well as data bases, downloadable books and music, and library information via the library’s website (dclibrary.org). The Library’s budget consists of five divisions: Office of the Chief Librarian, Library Services, Business Services, Agency Management and Agency Financial Operations. The administrative and support role of each division contributes to every objective and initiative by the library. For this reason, DC Public Library has developed an agency level plan.

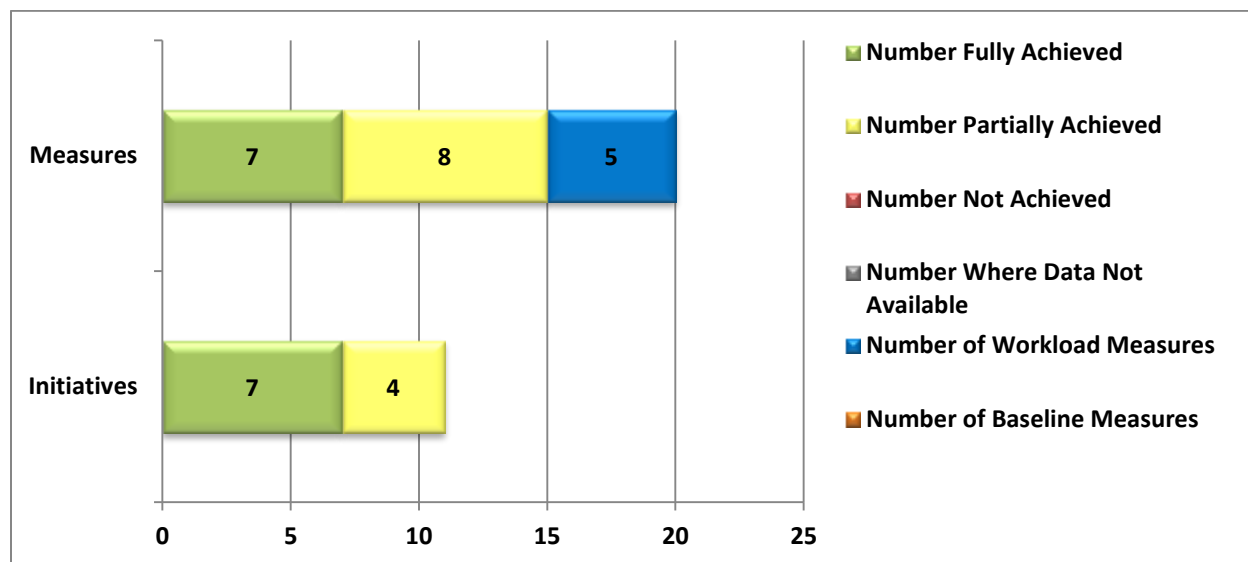
### **ACCOMPLISHMENTS:**

- ✓ Digital Commons – Opened the Digital Commons. A cutting–edge technology center.
- ✓ Early Literacy Public Awareness Campaign – Led an Early Literacy Public Awareness
- ✓ Campaign. Technology – Largest provider of free public computers in the District.

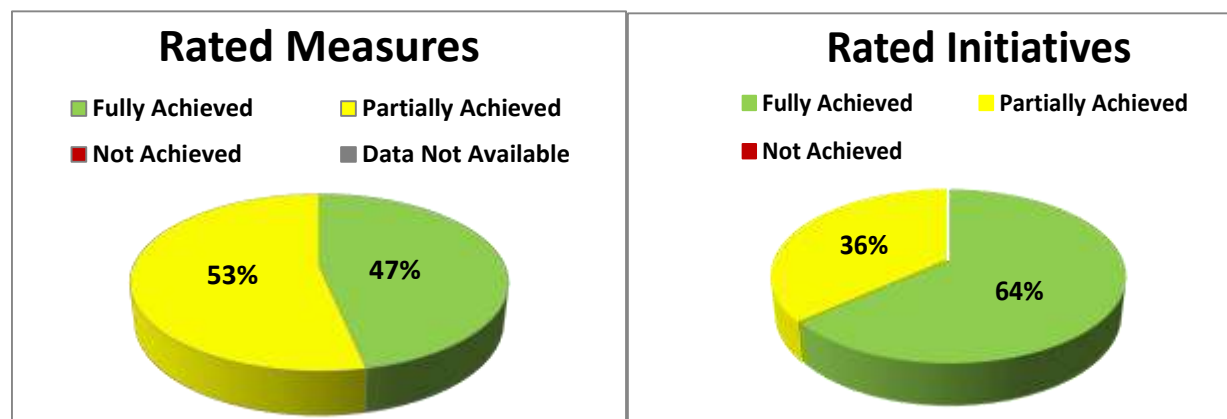


## OVERVIEW AGENCY PERFORMANCE

### TOTAL MEASURES AND INITIATIVES



### RATED MEASURES AND INITIATIVES





**Note:** Workload and Baseline Measurements are not included

Default KPI Rating:	
$\geq 100\%$	Fully Achieved
75 - 99.99%	Partially Achieved
$< 75\%$	Not Achieved



## Performance Initiatives – Assessment Details

### Performance Assessment Key:

-  Fully achieved     Partially achieved     Not achieved     Data not reported

## Agency Management

### **OBJECTIVE 1: Library as Community Space: Enhance the community experience with new buildings and community space (including One City Action Plan Action 3.4.4).**

#### **INITIATIVE 1.1: Open 2 new interim libraries in the District of Columbia in FY2013.**

- **Partially Achieved.** The West End Library is a mixed-use project. The West End Interim Library is scheduled to open in December 2013. Litigation that has since been dismissed delayed the project for six months. The Woodridge Interim is scheduled to open in November 2013. The Woodridge Library project encountered delays as a result of re-designs in order to meet the project budget.

#### **INITIATIVE 1.2: Begin construction of new libraries at Woodridge and West End and major interior renovation at the Northeast Neighborhood Library.**

- **Partially Achieved.** The Northeast Library interior renovation is nearly complete and the library is scheduled to open in early 2014.. The design process for the Woodridge and West End libraries continued throughout FY2013. Construction on Woodridge and West End libraries will begin in November 2013 and December 2013, respectively.

#### **INITIATIVE 1.3: Create “Digital Commons” at the Martin Luther King, Jr. Memorial Library and make improvements to the Great Hall.**

- **Fully Achieved.** DC Public Library completed renovations to the Great Hall and the old Business, Science and Technology Room at the Martin Luther King Jr. Memorial Library in FY2013. The Great Hall saw the refurbishing of the current original circulation and information desks, the installation of lounge furniture, and permanent audiovisual equipment to better support library programs. The new Digital Commons opened July 2013. The fully renovated space includes more than 80 public access computers, space for 50 laptop users, two 3D Printers, Adobe Creative Suite and Skype stations, an Espresso self-publishing book machine, enhanced meeting rooms, and the Dream Lab (A members only collaborative programming/meeting area). Since its opening, Digital Commons staff have held 139 technology classes and workshops covering topics from typesetting, to 3D scanning and modeling, to micro computing workshops attracting 1,093 customers. 3D printing services have been popular with the public requiring the library to purchase a second 3D printer as well as a 3D scanner to keep up with demand. To date, nearly 200 3D models have been completed.

#### **INITIATIVE 1.4: Prepare children to be ready to read when they enter kindergarten.**

- **Fully Achieved.** DC Public Library helped children get ready to read when they enter kindergarten with library programs for children birth to five and their caregivers. DC Public Library saw 158,421 children and their caregivers at 4,013 story times in FY2013. In FY2013, the Library added an early reader program to the Summer Reading Program called Read with Me. 46,175 children participated in 150 Read with Me programs over the summer. In addition to regular library programming, DC Public Library partnered with the Deputy Mayors of Education and Health and Human Services and the State Early Childhood Development Coordinating Council on the Sing, Talk & Read DC Early Literacy Public Awareness Campaign. The campaign aimed to raise awareness of the important role



parents play in their child's early learning. The campaign featured print, radio, Metro, online, and television advertisements, community outreach, informational material for parents and caregivers and a website with information on early literacy. Advertisements were viewed 34,730,554 times during the course of the campaign. Outreach teams distributed 11,190 pieces of informational materials to the public at community organizations and events. One of the highlights of the campaign was the STAR Family Festival which attracted more than 400 people. DC Public Library developed a Sing, Talk and Read (STAR) program for the Kenilworth School in spring 2013. The event attracted families with children of various ages, and Library staff members were able to reach 30 families with approximately 40 children from birth to 5 years old, the target age of the STAR initiative. In addition to sharing information with the parents about why they should Sing, Talk and Read with their children during the preschool years, staff gave free age-appropriate books to the children and distributed written information to the parents with ideas on how to use the practices of singing, talking and reading during their everyday routines.

**OBJECTIVE 2: Library Resources for the Public: Enhance community satisfaction by providing resources to the public.**

**INITIATIVE 2.1: Manage the Library's book budget to provide maximum access to new books and electronic materials.**

**Partially Achieved.** In FY2013, the library purchased books, media and electronic resources for the library system, focusing on building collections for all ages with emphasis on early literacy, curriculum support, high-interest children and teen, business, career, and popular titles for lifelong learning, classics and bestsellers. Thousands of digital items were added to the collection and 6 new databases (Universal.Com, Valueline, Zinio Digital Magazines, Oxford English Dictionary, National Geography, New York Times Historical) were purchased. The library maintained a holds ratio of 3:1 for print materials and 4:1 for digital content.

**INITIATIVE 2.2: Manage the DCPL's electronic and digital resources.**

**Fully Achieved.** DC Public Library enhanced the digital collection by adding new resources including: Universal Class, online learning software; Valueline, an investment research tool; and Zinio Digital Magazines, a free online magazine subscription service. 735,500 customers accessed the library's digital collection in FY2013 including downloading e-books or other electronic library materials and accessing the library's online resources. That is an increase from 683,483 customers who accessed the library's digital collection in FY2012. In FY2013, customers downloaded 357,263 items. Downloads of eBooks, eAudio and eVideo increased by 42%, Downloads of music increased by 25%.

**INITIATIVE 2.3: Expand collections at newly opened libraries.**

**Fully Achieved.** DC Public Library actively added print and media collections at newly opened libraries in FY2013. Total collections for: Rosedale (20,000 items), Mount Pleasant (60,000 items), Francis A. Gregory (47,000 items) and William O. Lockridge/Bellevue Library (42,000 items).

**OBJECTIVE 3: Technology: DCPL will provide access to the digital world for the public.**

**INITIATIVE 3.1: Provide additional computers for city residents.**

**Partially Achieved.** DC Public Library continues to be the largest provider of free public computers and Internet access in the District of Columbia. The library increased the number of public access computers from 900 to 1000 in FY2013. 20% of the public access computers were replaced in FY2013.



**INITIATIVE 3.2: Provide city residents with faster internet access by increasing bandwidth at all locations.**

- **Fully Achieved.** DC Public Library increased the dedicated internet speed at Martin Luther King Jr. Memorial Library and the 25 neighborhood libraries to 1,000 Mbps (1G).

**INITIATIVE 3.3: Use Technology to assist DC job seekers to find employment.**

**Fully Achieved.** DC Public Library assisted Job Seekers through library programs and computer classes and workshops focused on increasing marketable skills and job search assistance. 11,621 people attended 2,002 computer training classes in FY2013. The library offered a wide variety of classes and workshops to help all types of job seekers and entrepreneurs. In FY2013 the library continued to offer computer classes to improve on-the-job skills including classes on Microsoft Office Suite, Adobe Creative Suite, and internet skills including online research. The library offered

- specific job seeking classes showing customers how to find job openings on sites like monster.com, network professionally on social media sites like LinkedIn, and how to create effective resume and cover letters. The Library also held classes and workshops for entrepreneurs including a patent & trademark workshop series in partnership with the US Patent and Trademark Office, and a series of classes helping business owners increase their business with better webpages and a strong social media presence. To further enhance and better coordinate Job Seekers efforts the library hired an Adult Partnerships and Programs Coordinator. The position became effective August 26, 2013.

**INITIATIVE 3.4: Provide technology training to public service staff.**

- **Fully Achieved.** In FY2013, all DC Public Library staff attended mandatory training on searching for and downloading library books and other materials onto e-reader devices like the iPad, Kindle, and Nook. Staff were trained on how to write and edit posts on Drupal for the DC Public Library webpage [dclibrary.org](http://dclibrary.org), Microsoft Publisher for creating library informational and promotional materials, and Social Media to help staff with creating content for the library's social media profiles on sites like Facebook, Twitter, GoodReads, and Pinterest. This training provided staff with the means to better serve the public in DC Public Library's efforts to close the digital divide.



## Performance Indicators – Assessment Details

### Performance Assessment Key:

● Fully achieved   
 ● Partially achieved   
 ● Not achieved   
 ● Data not reported   
 ● Workload Measure

	KPI	Measure Name	FY 2012 YE Actual	FY 2013 YE Target	FY 2013 YE Revised Target	FY 2013 YE Actual	FY 2013 YE Rating	Budget Program
	4.1	Annual circulation of books and other library materials	3,363,313	3,632,378		3,295,485	90.73%	LIBRARY SERVICES
	4.2	Cardholders as a % of total population	49.97	50		50.28%	100.56%	LIBRARY SERVICES
	4.3	Number of Card Holders	321,544	331,190		315,737	95.33%	LIBRARY SERVICES
	4.4	Number of website user visits	2,953,234	3,041,831		2,377,925	78.17%	LIBRARY SERVICES
	4.5	Number of attendees at Library sponsored programs	259,320	267,099		264,557	99.05%	LIBRARY SERVICES
	4.6	Number of participants at community sponsored meetings	198,641	204,600		261,920	128.02%	LIBRARY SERVICES
	4.7	Circulation of children's materials	1,087,107	1,174,075		1,095,219	93.28%	LIBRARY SERVICES
	4.8	Attendance at programs for children in their 1st five years	130,804	134,728		157,421	116.84%	LIBRARY SERVICES
	4.9	Number of people using on-line homework help	3,946	4,064		4,497	110.65%	LIBRARY SERVICES
	4.1	Number of books and other library materials downloaded	140,413	276,038		357,237	129.42%	LIBRARY SERVICES
	4.11	Circulation per capita	5.44	5.5		5.21	94.75%	LIBRARY SERVICES
	4.12	Number of sessions on public access computers by children	100,590	103,607		90,500	87.35%	LIBRARY SERVICES
	4.13	Number of sessions on public access computers by teens and adults	705,617	726,785		764,838	105.24%	LIBRARY SERVICES



	KPI	Measure Name	FY 2012 YE Actual	FY 2013 YE Target	FY 2013 YE Revised Target	FY 2013 YE Actual	FY 2013 YE Rating	Budget Program
●	4.14	Number of sessions of access to Library's electronic resources	427,892	440,728		378,263	85.83%	LIBRARY SERVICES
●	4.15	Number of community sponsored meetings	16,844	17,349		20,026	115.43%	LIBRARY SERVICES
●	NA	Library Programs offered to Children, Teens and Adults	9,560	Target Not Required		10,520	Workload Measure Not Rated	LIBRARY SERVICES
●	NA	New Library Cards Issued	64,436	Target Not Required		56,050	Workload Measure Not Rated	LIBRARY SERVICES
●	NA	Number of Hours at Martin Luther King Jr. Memorial Library	54 hours total/ 7 days a week	Target Not Required		54 hours total/ 7 days a week	Workload Measure Not Rated	LIBRARY SERVICES
●	NA	Number of Hours at Neighborhood Libraries	48 hours total/ 6 days a week	Target Not Required		48 hours total/ 6 days a week	Workload Measure Not Rated	LIBRARY SERVICES
●	NA	Local Book Budget	\$1,686,447	Target Not Required		3,852,176	Workload Measure Not Rated	LIBRARY SERVICES